

ORDER



Orders
Order / Rev: 205469
Alt Order #: 06852015
Product Desc: 9/14-9/23 Crossroads GPS
Estimate: 984
Flight Dates: 09/14/12 - 09/23/12
Original Date / Rev: 09/13/12 / 09/13/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Crossroads GPS
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	22	\$39,800.00	\$33,830.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	22	\$39,800.00	\$33,830.00	0.00
Totals	22	\$39,800.00	\$33,830.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	11%	\$39,800.00
Market	100%	\$361,818.18

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$119,400.00
WGNT	1%	\$3,618.18
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	24%	\$86,836.36
WTVZ	0%	\$0.00
WVEC	31%	\$112,163.64

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/16/12	09/16/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S			1			\$100.00		0.00			
E 2	WVBT	09/23/12	09/23/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	09/20/12	09/20/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$500.00		0.00			
E 15	WVBT	09/15/12	09/15/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
FOX 43 NEWS SATURDAY @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$1,000.00		0.00			
E 16	WVBT	09/22/12	09/22/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
FOX 43 NEWS SATURDAY @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,000.00		0.00			
E 17	WVBT	09/16/12	09/16/12	Su 10-1044p Fox News @ 10 Sun	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
FOX 43 NEWS SUNDAY @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,200.00		0.00			
E 18	WVBT	09/23/12	09/23/12	Su 10-1044p Fox News @ 10 Sun	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
FOX 43 NEWS SUNDAY @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,200.00		0.00			
E 19	WVBT	09/16/12	09/16/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
E 20	WVBT	09/23/12	09/23/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 21	WVBT	09/16/12	09/16/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
NON-REDSKINS FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$10,000.00		0.00			
E 22	WVBT	09/23/12	09/23/12	Fox NFL Reg Season 1p Fox NFL Reg Season 1p	CM	Fox NFL Reg Sea-	-----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
NON-REDSKINS FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$10,000.00		0.00			
													Totals	22	\$39,800.00